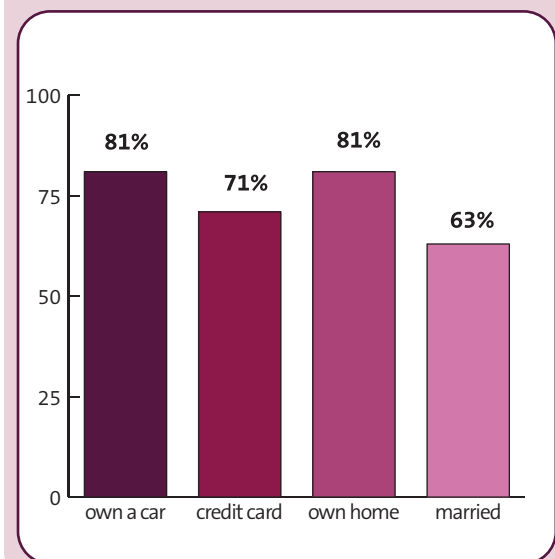
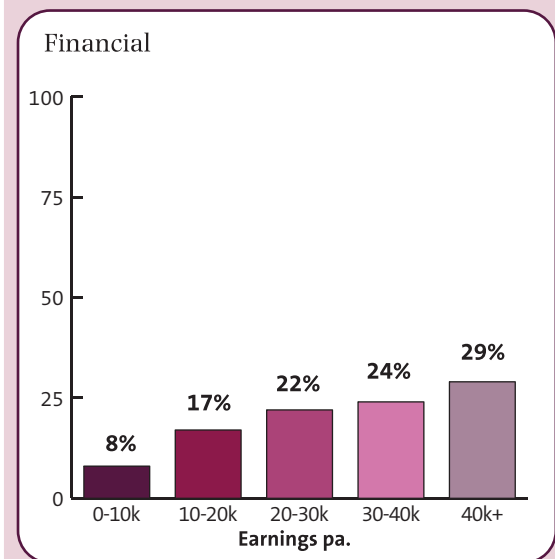
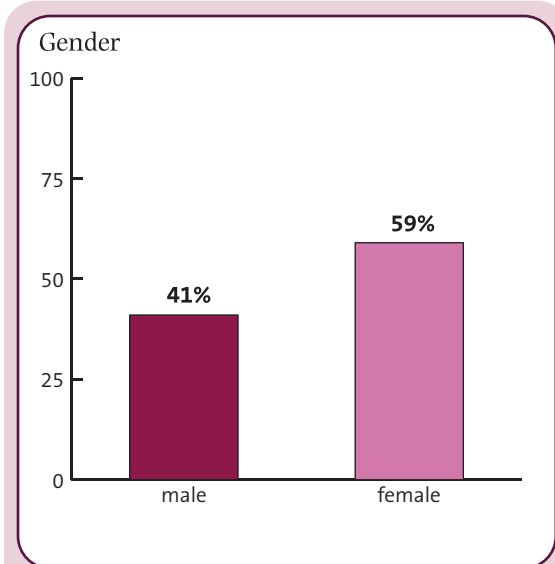


Down Your Way



YORKSHIRE'S NOSTALGIC MAGAZINE

Demographics



"Rekindle your valuable memories with a trip into Yorkshire's past as our readers provide enjoyable recollections of bygone times and places. There's nothing more powerful than images and stories drawn from living memory untainted by academics or historians. Down Your Way has grown into something of a phenomenon and our humble magazine continues to thrive and grow due to hearty recommendations and contributions from our readers."

Averil Thornton
Editor

Circulation

15,574

Coverage Circulation

For the 12 issues distributed between 01.01.2008 and 31.12.2008



Habits & Trends

Holidays:

70% live in Yorkshire. Those living outside the county return 3-6 times a year. Those living in the county take up to three short breaks a year. Many readers tour the county on a regular basis

They like to eat out, either visiting local restaurants or visiting tea rooms. They like to visit local attractions, heritage sites, open gardens as well as museums and art galleries

Lifestyle Analysis

- Reading/writing
- Gardening
- Arts and crafts
- Antiques/fine arts
- Home improvements
- TV/video/music
- Charity/voluntary work
- Unit trusts/investments

Down Your Way

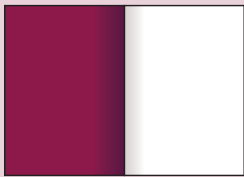
YORKSHIRE'S NOSTALGIC MAGAZINE

Advertising Rates



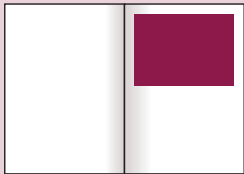
Display advertising

Double Page Spread £1,500
352 x 250 mm (w x h) + 5mm bleed



Display advertising

Cover Positions £865
Full Page £750
176 x 250 mm (w x h) + 5 mm bleed

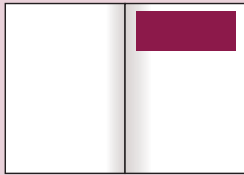


Display advertising

Half Page Landscape £375

Classified advertising

Half Page Landscape £375
156 x 109 mm (w x h)



Classified advertising

Quarter Page Landscape £210
156 x 53 mm (w x h)



Classified advertising

Quarter Page Portrait £210
76 x 109 mm (w x h)



Classified advertising

Size 1 £65

50 x 32 mm (w x h)



Classified advertising

Size 2 £100

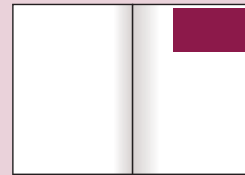
50 x 66 mm (w x h)



Classified advertising

Size 3 £100

103 x 32 mm (w x h)



Classified advertising

Size 4 £150

103 x 66 mm (w x h)

More Rates/information

Lineage

£0.85 per word (so a twenty word advert costs £17.00)

Inserts

£50 per thousand subject to size and weight approval
Full run 18k or 5k for UK subscribers

Artwork

PDF or EPS with 300 dpi graphics All fonts embedded
Quark Express file with all images/fonts supplied

For further advertising information please contact:

Tracy Horsfall, Group Advertising Manager
T: 01756 693478
E: tracy@dalesman.co.uk

For further lineage information please contact:

Laura Jackson, T: 01756 693481
E: laura@dalesman.co.uk

Display advertising

This can go anywhere in the magazine, interspersed between articles, on inside covers and so on. The minimum size for a display advert is a half page.

Classified advertising

These adverts go in our specially selected 'Classified Directory' section in the magazine.

All prices are exclusive of VAT 15%. Discounts are available for series bookings.

Agency commission 10%

COUNTRY PUBLICATIONS LIMITED



The Water Mill, Broughton Hall, Skipton,
North Yorkshire, BD23 3AG